

LUXE
CITY GUIDES

SHANGHAI TANG
上海滩

**Introducing the LUXE City Guides White Tiger Chest
by Shanghai Tang to celebrate the Year of the Tiger**



London, July 2010 - Introducing the ultimate luxury travel accessory. To celebrate the Year of The Tiger in exclusive luxury, **Shanghai Tang** and **LUXE City Guides** have launched the exquisite, limited edition, **White Tiger Chest** - the epitome of style for the discerning and sophisticated traveller. Each individually numbered and engraved collector's box is handmade in maple and ebony veneer marquetry, lined in kumquat silk satin and contains thirty fabulous **LUXE City Guides**. Go get it, Tiger!

Following the sell-out success of the first **Shanghai Tang for LUXE** Limited Edition Box last year, **Shanghai Tang**, the global ambassador for contemporary Chinese chic, once again joins forces with **LUXE City Guides**, the stylish international pocket travel resource, to bring you the new, limited edition **LUXE City Guides White Tiger Chest by Shanghai Tang**.

True to **Shanghai Tang's** reputation for meticulous attention to detail and exclusive design, only 70 individually numbered boxes have been created, each meticulously hand-assembled and carefully crafted to the highest standards and finish, featuring layer upon layer of ultra-high gloss lacquer, an enamelled "Tiger" Chinese character lock, escutcheon and key, drop-leaf construction and chrome fittings.

Packed full of astute, opinionated information, the **LUXE City Guides** deliver their signature unique brand of witty, short and sharp reviews of destinations spanning thirty cities. From Berlin to Bangkok, from Los Angeles to London, we've got it covered. From simple pleasures to ultimate treats, **LUXE City Guides** contain the perfect mix of experiences and adventures for smart, busy and sophisticated visitors.

This strictly limited edition box is now available online at www.luxecityguides.com and www.shanghaitang.com and at flagship **Shanghai Tang** stores across the world for £900. Shanghai Tang stores include: London, New York, Las Vegas, Hong Kong, Macau, Singapore, Shanghai, Hangzhou and Beijing.

SHANGHAI TANG. The Global Ambassador of Contemporary Chinese Chic

LUXE. Smart stuff for busy people.

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About LUXE City Guides

For seven years LUXE City Guides has quietly changed the face of travel guides, starting from scratch they re-thought the whole concept of why and how we all travel. LUXE is famous, not only for its super-svelte format and it's take no prisoners attitude, but also for avoiding all the padding and getting straight to the meat. The result – 31 ultra smart travel companions stacked with priceless information for the discerning, value-conscious and busy traveller. And now 20 cities are available in app format to download to the Iphone, Blackberry, Nokia, Samsung and many other handsets. All app guides come complete with maps.

About Shanghai Tang

Since its inception in 1994, Shanghai Tang has been the pioneering luxury lifestyle brand from China. With its mission as the global ambassador of contemporary Chinese Chic, Shanghai Tang interprets Chinese culture and craftsmanship with a vibrant sophistication. Offering ready-to-wear for women, men and children, as well as accessories and home ware, Shanghai Tang supports an international network of 40 boutiques in the world's most prestigious shopping districts.

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